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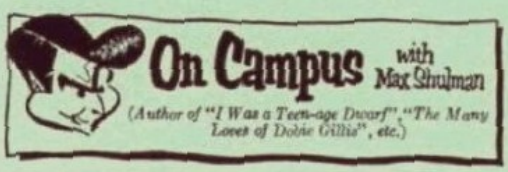

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INFERIORITY CAN BE FUN

The second gravest problem confronting college students today is inferiority feelings. (The first gravest problem is, of course, the recent outbreak of moult among sorority house canaries.) Let us today look into the causes of inferiority feelings and their possible cures.

Psychologists divide inferiority feelings into three principal categories:

1. Physical inferiority.
2. Mental inferiority.
3. Financial inferiority.

(A few say there is also a fourth category: ichthyological inferiority—a feeling that other people have prettier fish—but I believe this is common only along the coasts and in the Great Lakes area.)

Let us start with the feeling of physical inferiority, perhaps the easiest to understand. Naturally we are inclined to feel inferior to the brawny football captain or the beautiful home-coming queen. But we should not. Look at all the people, neither brawny nor beautiful, who have made their marks in the world. Look at Napoleon. Look at Socrates. Look at Caesar. Look at Lassie.

What I mean is that you can't always tell what's inside a package by looking at the outside. (Sometimes, of course, you *can*. Take Marlboro Cigarettes, for example. Just one glance at that jolly red-and-white package—so bright and pert—so neat but not gaudy—so perfectly in place whether you are at a formal dinner or a beach picnic—so invariably correct for any time, clime, or condition—one look, I say, at this paragon of packs and you *know* it has to contain cigarettes of absolute perfection. And you are right! That pure white Marlboro filter, that fine, flavorful blend of Marlboro tobaccos, will give you a smoke to make the welkin ring, whatever that is. So those of you who have just been sitting and admiring your Marlboro packs since the beginning of the semester, why don't you open the pack and light one? Light a cigarette, I mean—not the package. Then you can settle back and smoke your Marlboro and, at the same time, continue to gaze rapturously at the pack. Thus you will be twice as happy as you are, if that is possible.)

But I digress. Let us turn now to the second category—mental inferiority. A lot of people think they are dumber than other people. This is not so. It must be remembered that there are *different* kinds of intelligence. Take, for instance, the classic case of the Sigafoos brothers, Claude and Sturbridge, students at Wake Forest. It was always assumed that Claude was the more intelligent just because he knew more than Sturbridge about the arts, the sciences, the social sciences, the humanities, and like that. Sturbridge, on the other hand, was ten times smarter than Claude when it came to tying granny knots. But no matter; everybody looked down on "Stupid Sturbridge," as they called him, and looked up at "Clever Claude," as they called him. But who do you think turned out to be the smart one when their granny almost got loose and ran away? You guessed it—good old Stupid Sturbridge.

We are inclined to feel inferior

We arrive now at the final category, financial inferiority. One way to deal with this condition is to increase your income. You can, for example, become a fence. Or you can pose for a life class, if your college is well heated.

But a better way to handle financial inferiority is to accept it philosophically. Look on the bright side of poverty. True, others may have more money than you have, but look at all the things you have that they *don't*—debts, for instance, and hunger cramps.

And what about friendship? You don't need money to have friends, and let me tell you something, good people: the older you get the more you will realize that nothing is so precious as friendship, and the richest man in the world is the one with the most money.

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Rich or poor, you can all afford the pleasure of Marlboro, available at popular prices in all 50 states of the Union.

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